



# Ontario Hazelnut Survey 2012

Preliminary Results

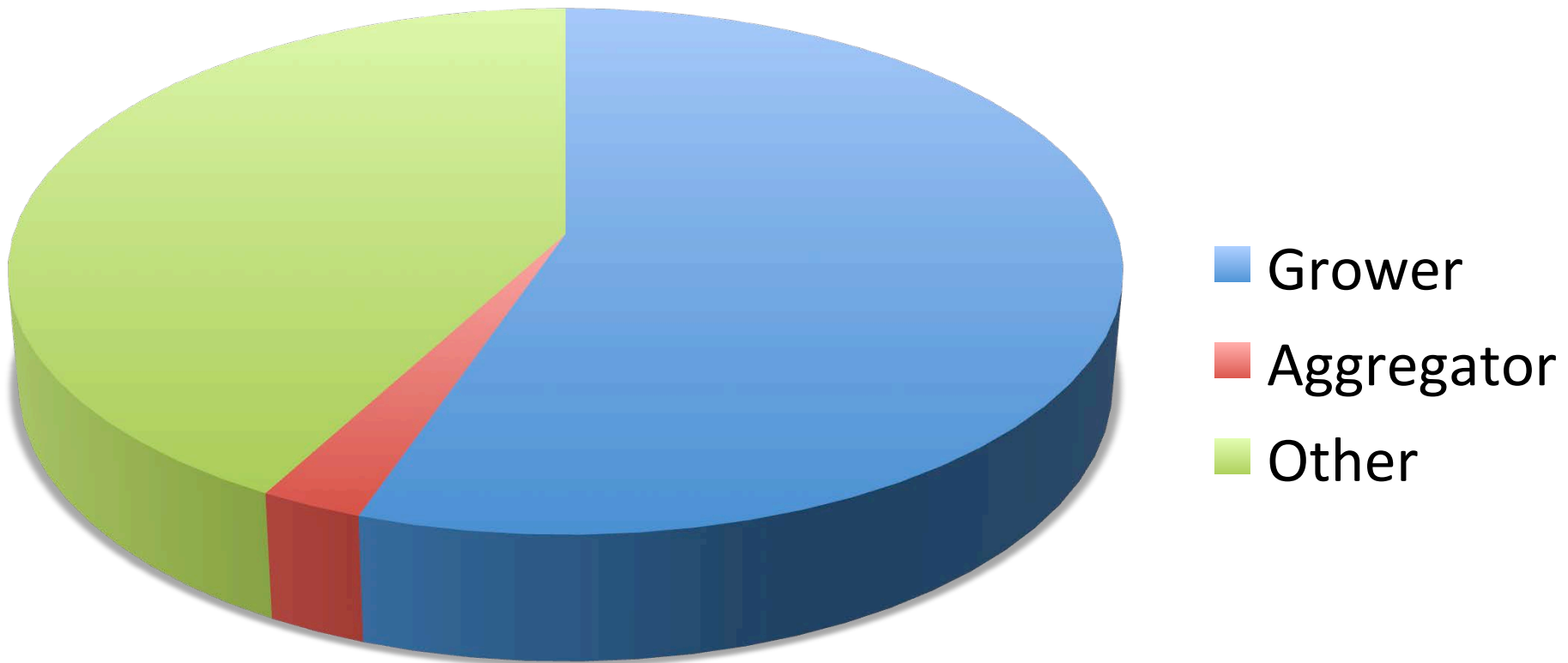
March 29, 2012



# Why do this survey?

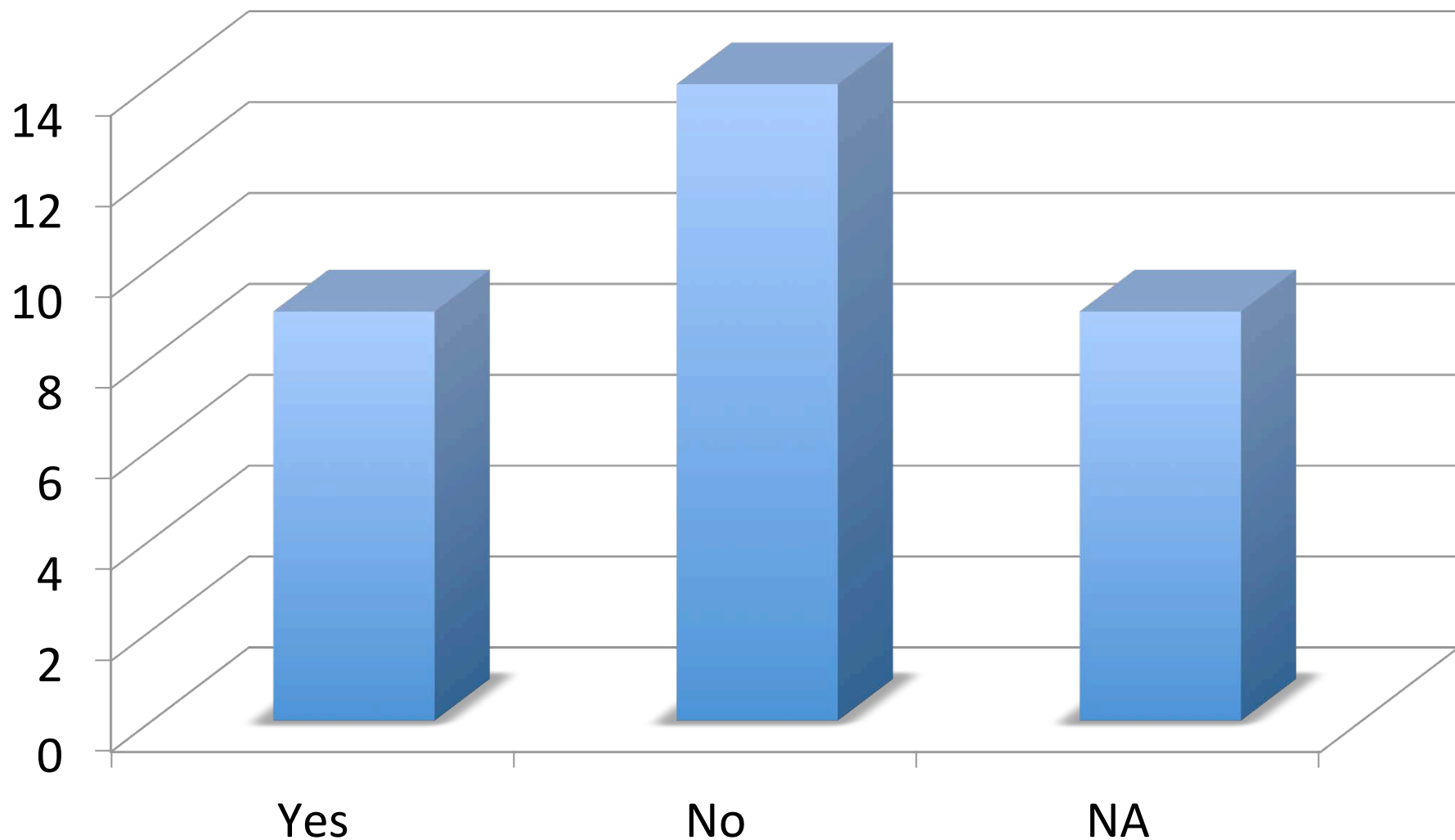
- Benchmarking – sort of
- Gauge interest
- Understand the potential market for interesting growers
- Focus is on growers
- Interest of end users
- Agricultural Adaptation Council

# Participants in the Survey

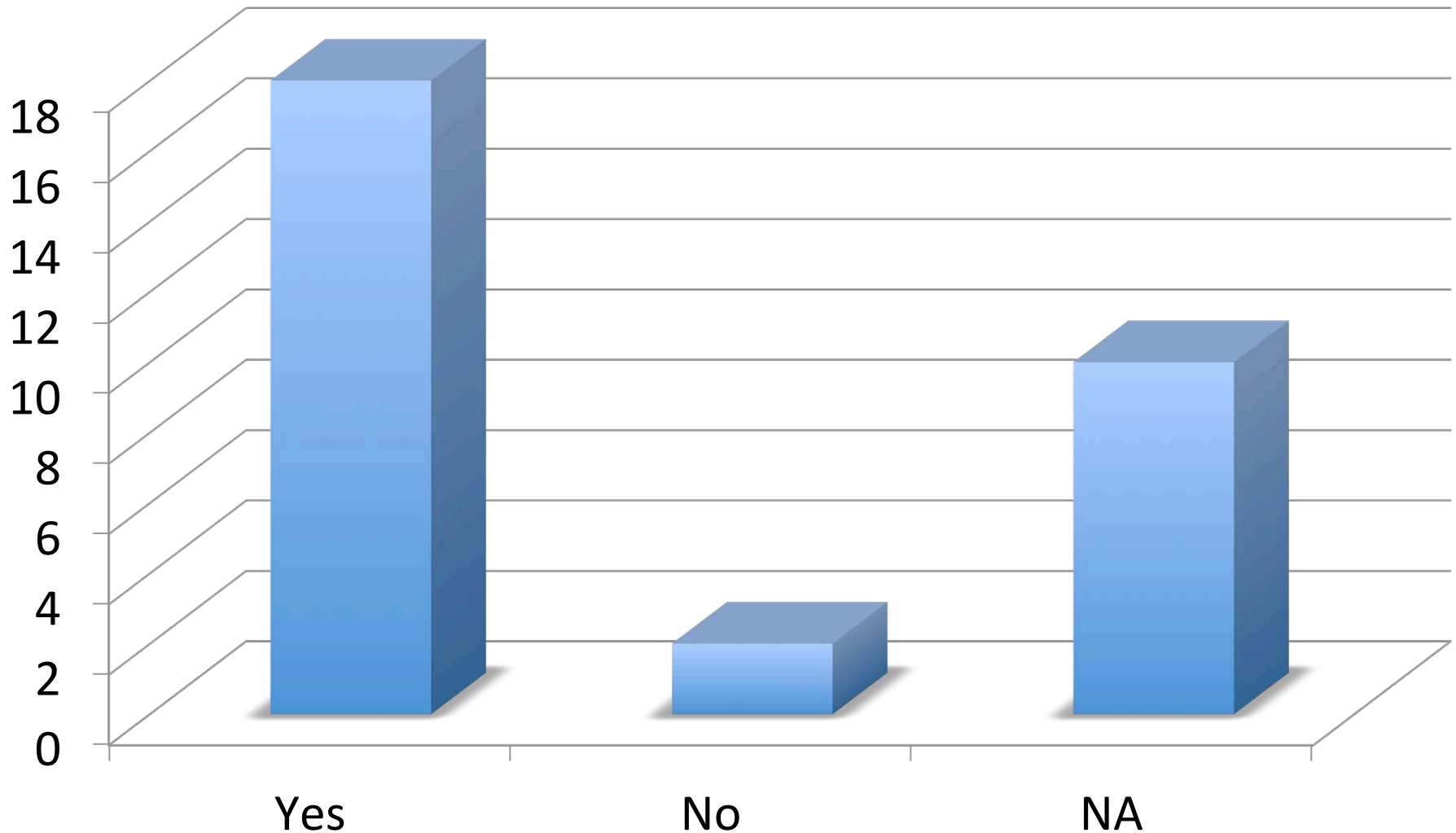


TOTAL NUMBER OF PARTICIPANTS = 33

# I Currently Grow Hazelnuts on My Farm



# I Would Like to Grow Hazelnuts on My Farm



# Growing of Hazelnuts: Key Issues

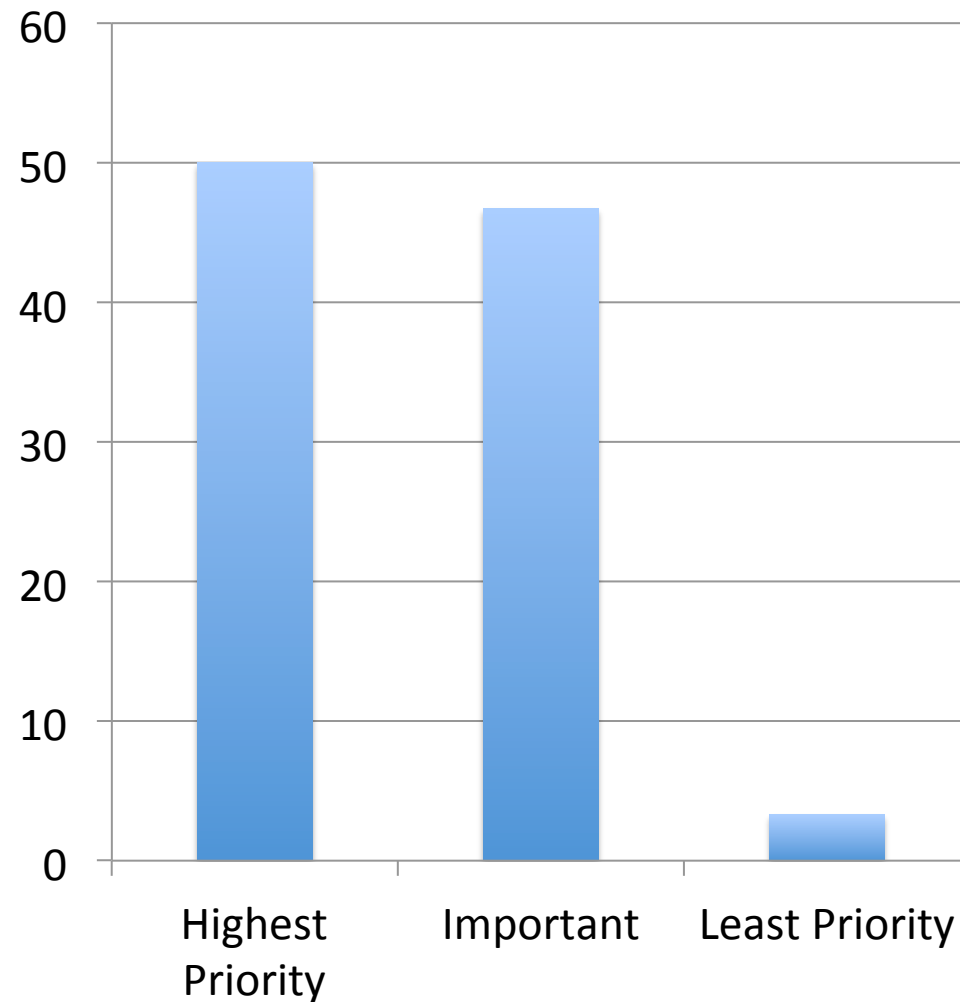
| Topic                  | Highest Priority | Important | Least Priority |
|------------------------|------------------|-----------|----------------|
| Market Knowledge       | 51.6             | 45.2      | 3.2            |
| Planting               | 13.8             | 69.0      | 17.2           |
| Eastern Filbert Blight | 54.8             | 35.7      | 9.7            |
| Sourcing of Trees      | 51.6             | 41.9      | 6.5            |
| Agronomic Practices    | 36.7             | 46.7      | 16.7           |

# Growing of Hazelnuts: Key Issues

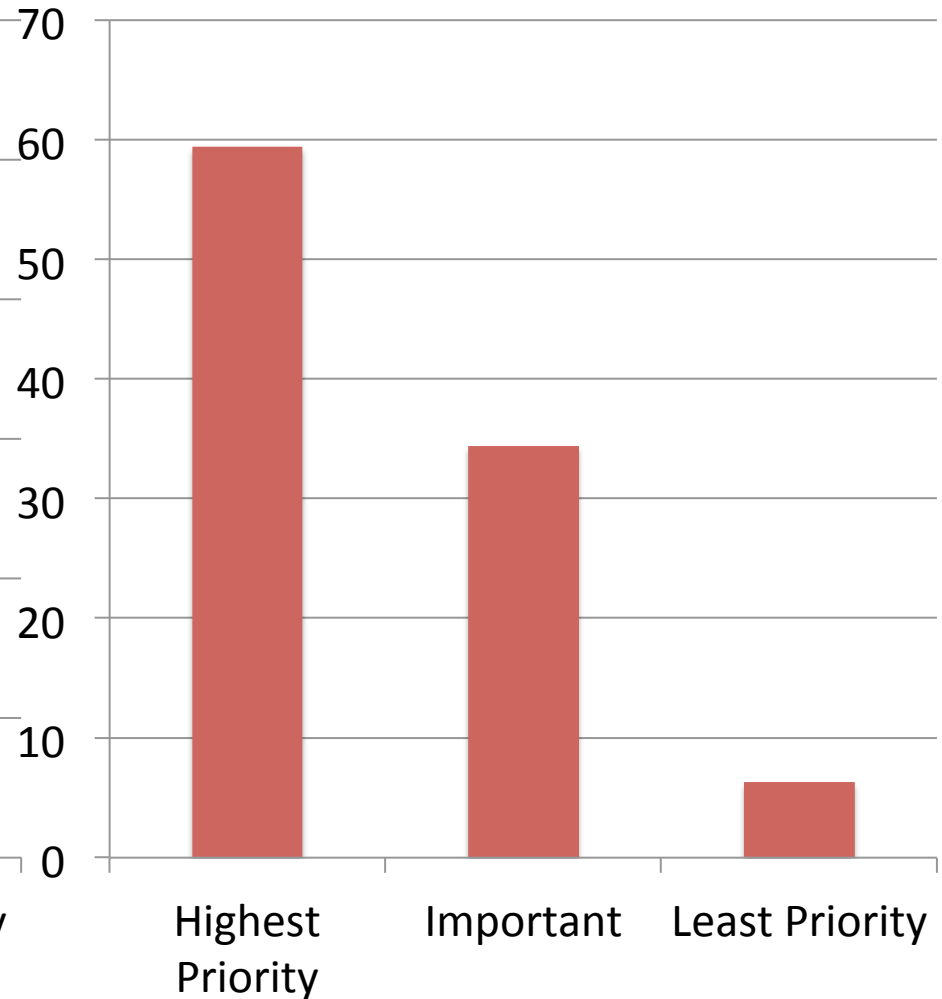
| Topic                        | Highest Priority | Important   | Least Priority |
|------------------------------|------------------|-------------|----------------|
| Cold Hardiness               | 45.2             | 48.4        | 6.5            |
| Bud Mite                     | 24.1             | <b>55.2</b> | 20.7           |
| Harvesting the Nuts          | 26.7             | <b>63.3</b> | 10.0           |
| Time from Planting to Market | 22.              | <b>67.7</b> | 9.7            |

# Growing of Hazelnuts: Key Issues

**Market Knowledge**

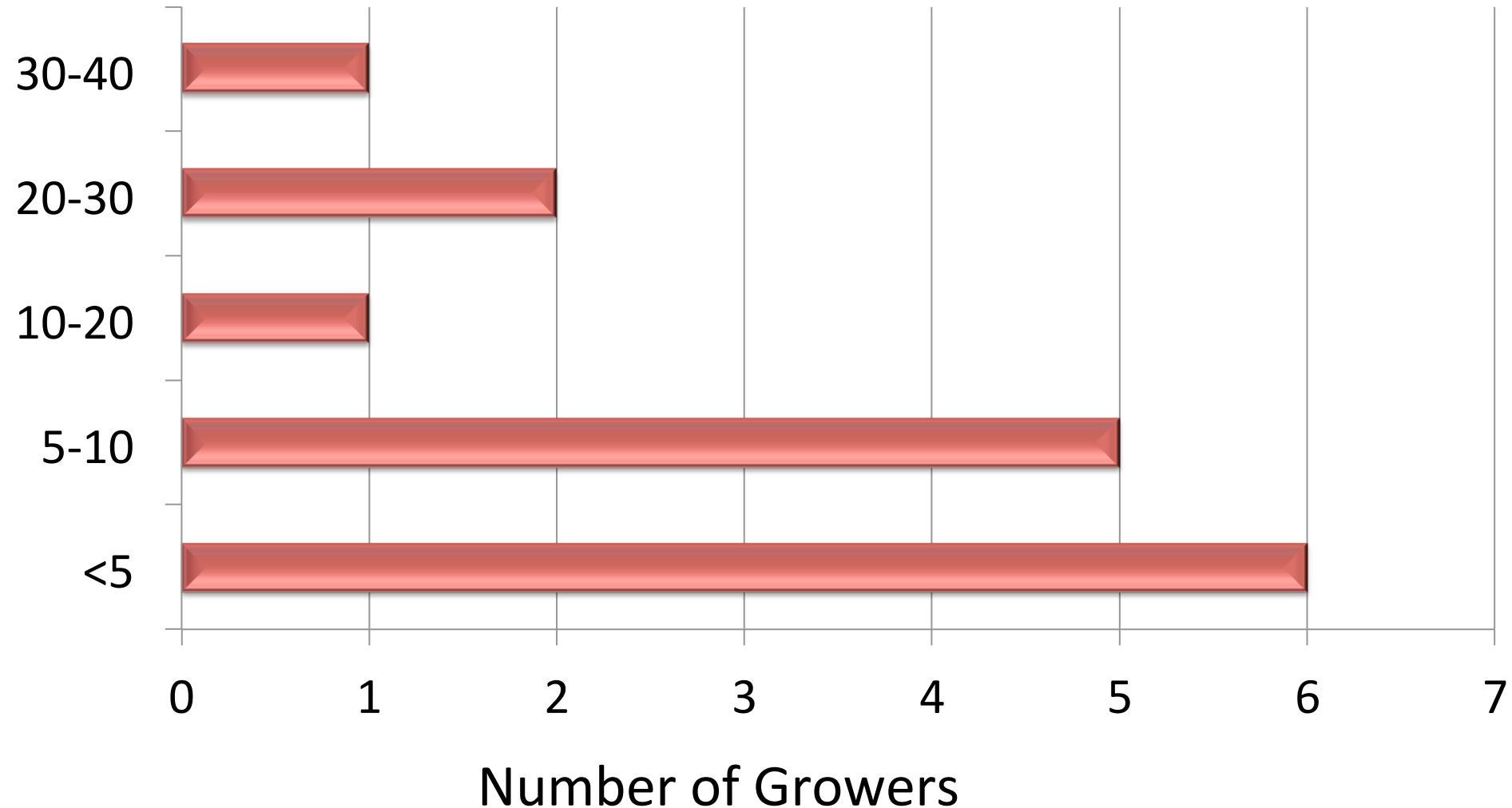


**Business Case for Hazelnuts**

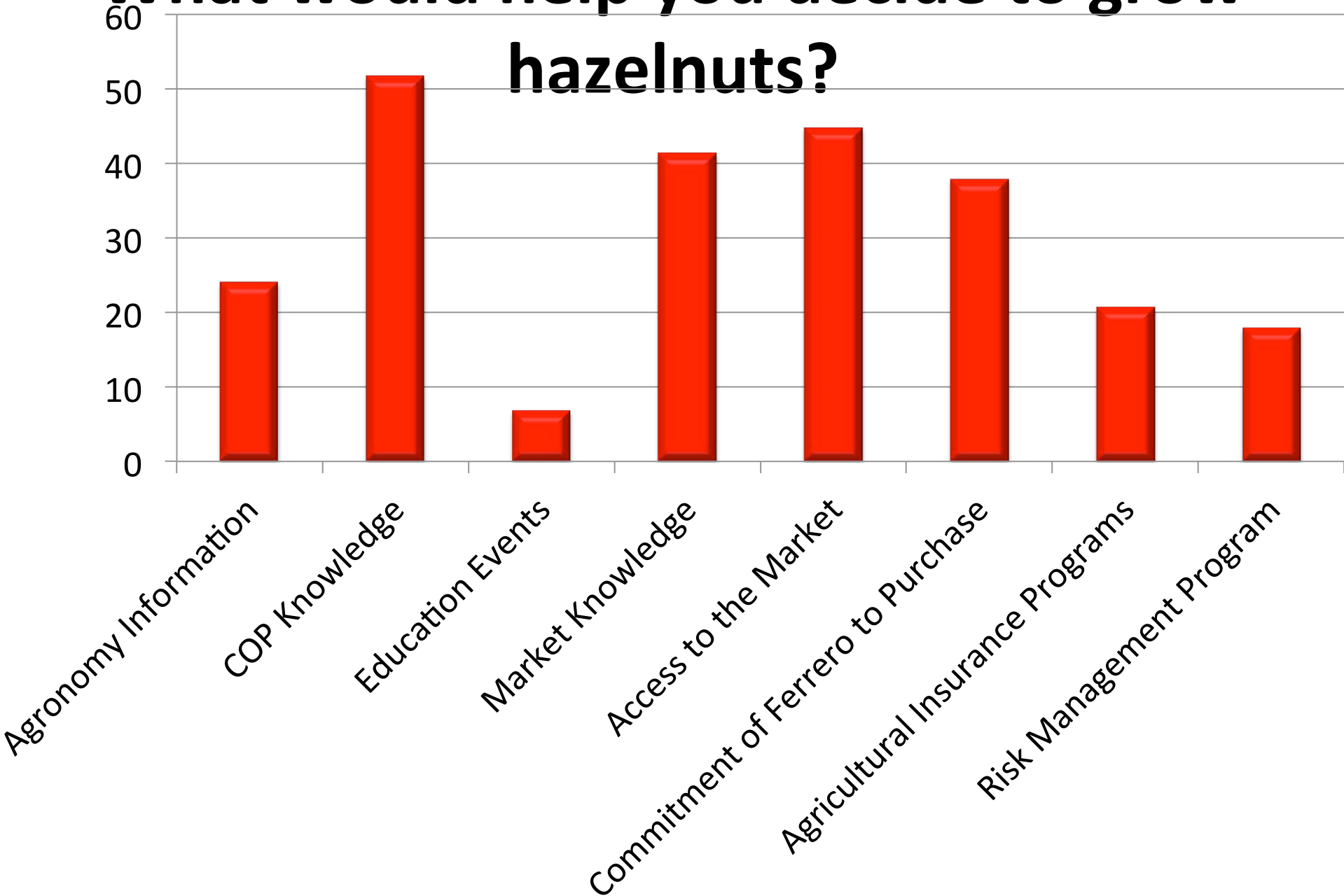




# I would like to add this many acres of hazelnuts to my operation



# What would help you decide to grow hazelnuts?



# Educational events should focus on....

|   | Very Important    | Important         | Less Important |
|---|-------------------|-------------------|----------------|
| <b>Agronomy Knowledge Transfer</b>                  | 46.9% (15)        | <b>50.0% (16)</b> | 3.1% (1)       |
| <b>Research and Development</b>                     | <b>59.4% (19)</b> | 37.5% (12)        | 3.1% (1)       |
| <b>Market knowledge and Value Chain Development</b> | <b>56.3% (18)</b> | 40.6% (13)        | 3.1% (1)       |
| <b>Cost of Production</b>                           | <b>53.1% (17)</b> | 40.6% (13)        | 6.3% (2)       |
| <b>Risk Management</b>                              | 38.7% (12)        | <b>58.1% (18)</b> | 3.2% (1)       |
| <b>Market Opportunities and Barriers</b>            | <b>56.3% (18)</b> | 37.5% (12)        | 6.3% (2)       |

# Marketing my hazelnut product:

## Provision of information on the following subjects is:

|  | Very important | Important  | Not Important |
|--|----------------|------------|---------------|
| Marketing 101 - the basics             | 33.3% (10)     | 53.3% (16) | 6.7% (2)      |
| Developing a brand / brand recognition | 20.0% (6)      | 50.0% (15) | 26.7% (8)     |
| Paths to market - how to get there     | 53.3% (16)     | 40.0% (12) | 3.3% (1)      |
| Co-marketing with other products       | 13.8% (4)      | 58.6% (17) | 20.7% (6)     |
| Educating my customer                  | 30.0% (9)      | 40.0% (12) | 23.3% (7)     |

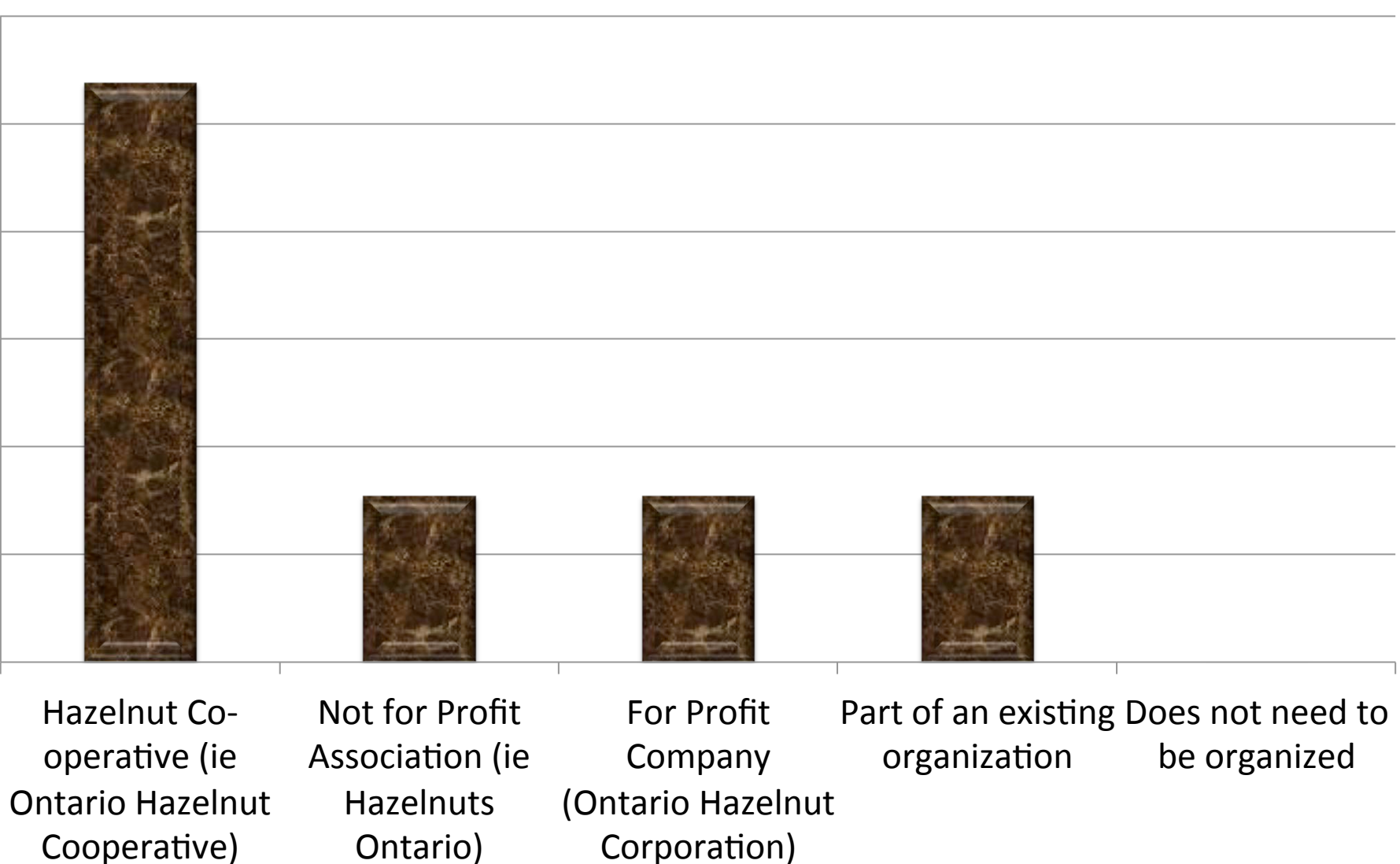
**Marketing my hazelnut product:  
Provision of information on the following subjects is**

|                                       | Very important | Important  | Not Important |
|---------------------------------------|----------------|------------|---------------|
| Effective event planning              | 6.7% (2)       | 46.7% (14) | 33.3% (10)    |
| Domestic versus international markets | 27.6% (8)      | 48.3% (14) | 20.7% (6)     |
| Developing a local marketing plan     | 66.7% (20)     | 26.7% (8)  | 3.3% (1)      |
| Approaching media with my product     | 16.7% (5)      | 60.0% (18) | 20.0% (6)     |
| Online marketing and social media     | 10.0% (3)      | 66.7% (20) | 20.0% (6)     |

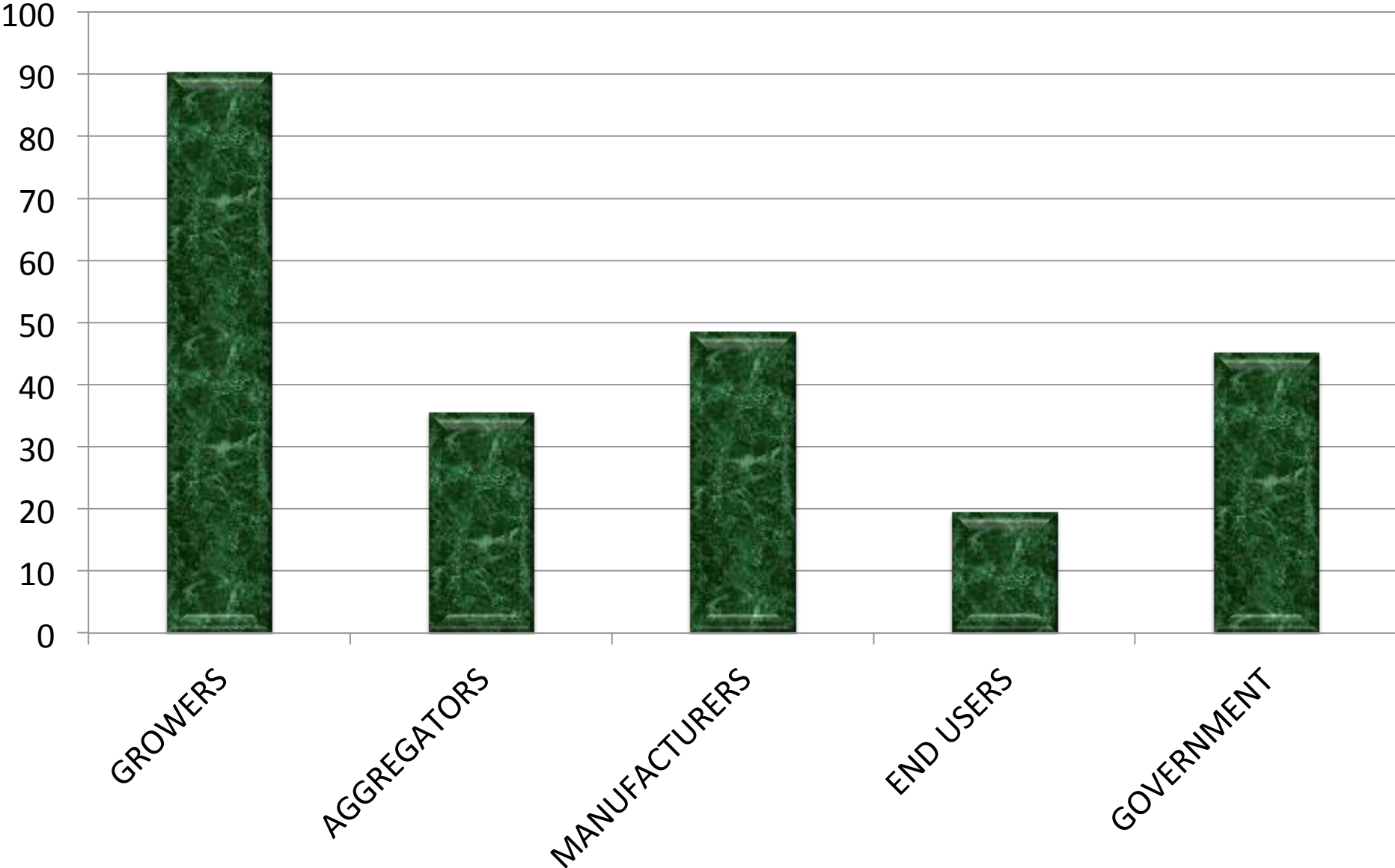


# The hazelnut industry should be organized.

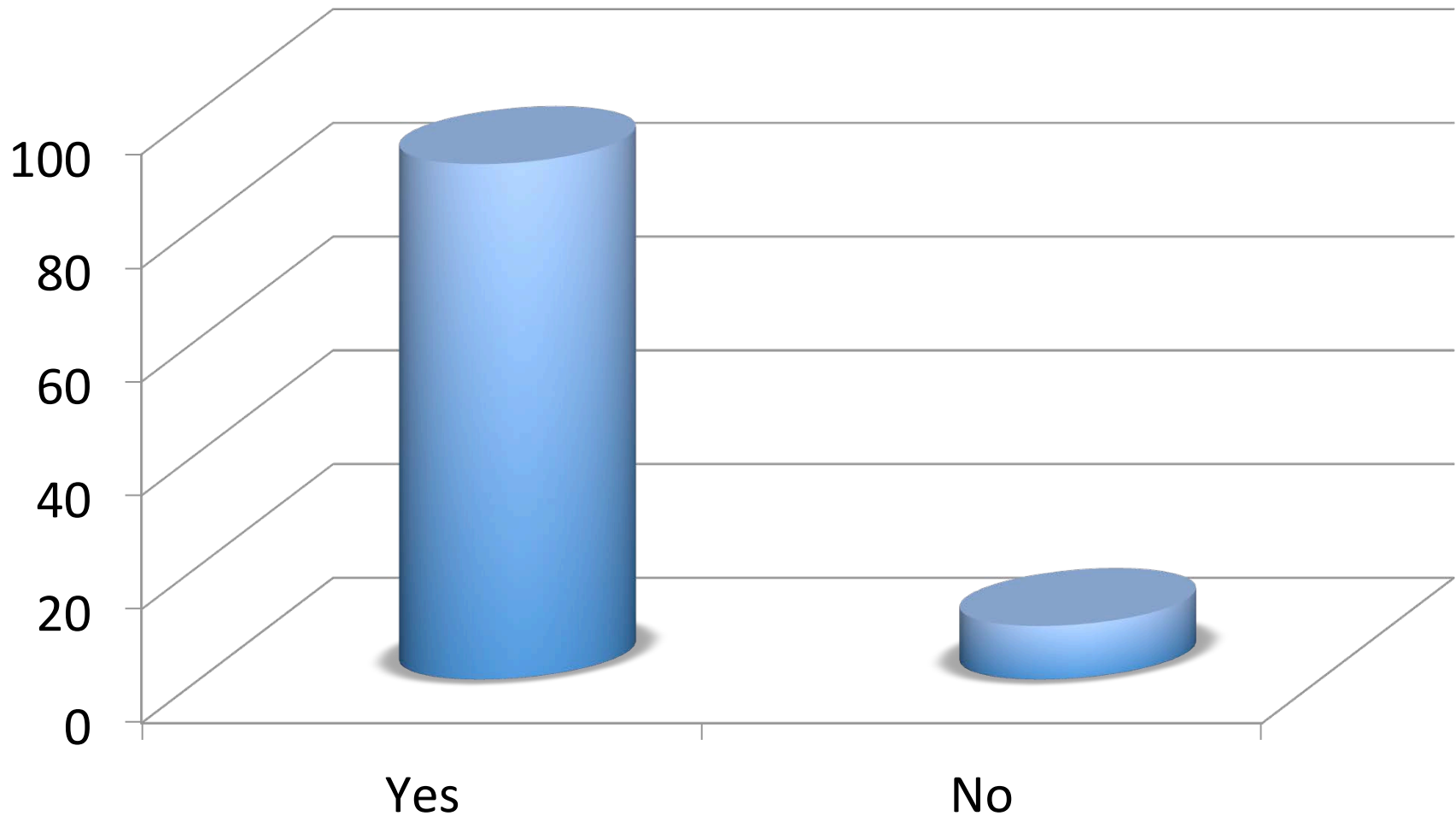
## My preferred organization would be....



# Any hazelnut organization in Ontario should be funded by



# Do you want to be added to the to the Hazelnut Mailing List?





# **Ontario Hazelnut Survey 2012**

**SURVEY WILL REMAIN OPEN UNTIL  
END OF MAY 2012**